



Design from Torino-Piemonte, Italy

Design is one of the elements that best characterizes the “Made in Italy” emblem. As part of industrial and artisan know-how, which personifies Torino and Piemonte, it is the tip of the diamond. Mingling of design and companies of most varied sectors has been experimented here ever since.

The ability to conceive new forms not for its own sake, but as a part of our daily lives, is embedded in the productive and cultural framework of the region. "*Designed in Torino and in Piemonte*" does not focus only on the famous automobile design sector, but it encompasses numerous sections, which boast historical talent in production, as it is proven by the presence of world renowned brands. Smart intuitions were born here, which gave life to the objects we use in our daily lives. Piedmont gave rise to companies such as Superga and Robe di Kappa, world-wide sports fashion leaders, Brookfield for casual clothing, Aurora, which produces ballpoint and fountain pens, as well as Alessi, the creator of household items.

High density of companies of this sector made Torino unique in the world and the first World Capital of Design in 2008. Today, **companies and designers** from the region provide an essential contribution in the development of the “Made in Italy” emblem, from fabrics to sportswear, to furniture and sanitary taps and fittings and household items, to jewelry and food design. In parallel, they also contribute to the *Italian concept*, bolstering *Piemonte concept*: a non-Italian production value, which integrates and adds value to the ‘Made in Italy’ emblem, as the products were conceived in Italy, namely in Piemonte.

To-design in the World

Born in 2010, **To-design in the World** selected a group of about **100** participants, designers and manufacturers of goods with high design content, and identifies international business opportunities for them.

To-design in the World offers foreign distributors, retailers, contractors and manufacturers in search of ideas and design solutions, a guide in getting in touch with the project’s member companies that offer services and creations in many areas of design: industrial, automotive, graphics, fashion and interiors.

To-design in the World Team’s assistance is totally **free of charge**. In all matchmaking activities the Team ascertains buyers’ needs and suggests, upon request, possible suppliers.

The project is promoted by the *Torino Chamber of Commerce* and managed by *Piemonte Agency*.



The **Torino Chamber of Commerce** plays a key role in fostering the growth of the local economy which it enhances through effective and targeted initiatives for nearly 237,000 companies working in the Province. Foreign companies can contact the Chamber's offices to obtain information about starting a business in the Torino Province or finding a potential partner in a number of sectors (automotive, aerospace, environment, Ict, agro-food). www.to.camcom.it

Based in Torino, Italy, **Piemonte Agency** is the one stop shop to get in touch and make business with Piemonte-Italy. The Agency is the key reference point to come to know about the local economic system, to get information on opportunities in the area, to find a quality destination for direct investment, to discover the perfect host for leisure and travel. In the industrial design sector, it matches the local production offer with the needs expressed by foreign markets and assists local companies in their international activities. It also manages the project *To-design in the World*. www.centroestero.org



Press Office: Piemonte Agency - Francesca Corsini, Francesca Tessoro tel. +39 011 670066.5/2 francesca.corsini@centroestero.org